

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application Number : 10/812,394      Confirmation No.: 1742  
 Applicant : Fuloria et al.  
 Filed : 03/30/2004  
 Title : Selectively Delivering Advertisements Based at Least in Part on  
 Trademark Issues  
 TC/Art Unit : 3622  
 Examiner: Unknown  
  
 Docket No. : 64557.000019 (GP-227-00-US)  
 Customer No. : **21967**

Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Sir:

In accordance with 37 C.F.R. §§ 1.97 and 1.98, and in compliance with the duty  
 of disclosure set forth in 37 C.F.R. § 1.56, applicants are submitting herewith the attached Form  
 PTO-SB/08A listing references for consideration and to be made of record herein by the U.S.  
 Patent and Trademark Office in the above-captioned application.

Consideration of the foregoing plus the prompt return of a copy of the enclosed  
 Form SB/08A with the Examiner's initials in the left column in accordance with MPEP 609 are  
 respectfully requested.

In accordance with 37 C.F.R. § 1.97(b), this Information Disclosure Statement is  
 being submitted prior to a first Office Action on the merits. Therefore, it is believed that no fee  
 is required for consideration of this information. However, in the event any fee is deemed

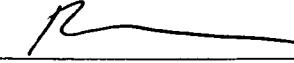
PATENT  
64557.000019 (GP-227-00-US)

necessary, the Commissioner is authorized to charge the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,

HUNTON & WILLIAMS LLP

By:

  
\_\_\_\_\_  
Brian M. Buroker  
Registration No. 39,125

Hunton & Williams LLP  
Intellectual Property Department  
1900 K Street, N.W., Suite 1200  
Washington, D.C. 20006-1109  
(202) 955-1500

Dated: November 28, 2005

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /A.B./

Substitute for form 1449A/PTO		NOV 28 2005		Application Number	10/812,394
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>		PAPER MAILED		Filing Date	03/30/2004
		PAPER MAILED		First Named Inventor	Fuloria
		PAPER MAILED		Art Unit	3622
		PAPER MAILED		Examiner Name	Unknown
		Sheet	1	of	4

### U.S. PATENT DOCUMENTS

*Examiner Initials	Cite No.	DOCUMENT NUMBER Number - Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
/A.B./		5,636,346	06-03-1997	Saxe	
/A.B./		5,724,521	03-03-1998	Dedrick et al.	
/A.B./		5,845,265	12/01/1998	Woolston	
/A.B./		5,918,010	06/29/99	Appleman et al.	
/A.B./		5,920,854	07/06/99	Kirsch et al.	
/A.B./		5,931,901	08-03-1999	Wolfe et al.	
/A.B./		5,974,398	10-26-1999	Hanson et al.	
/A.B./		6,026,368	02-15-2000	Brown et al.	
/A.B./		6,044,375	03-28-2000	Shmueli et al.	
/A.B./		6,061,659	05-09-2000	Murray	
/A.B./		6,067,570	05-23-2000	Kreynin et al.	
/A.B./		6,078,866	06/20/00	Buck et al.	
/A.B./		6,223,163	04-24-2001	Van Luchene	
/A.B./		6,247,009	06-12-2001	Shiiyama et al.	
/A.B./		6,253,189	06-26-2001	Feezell et al.	
/A.B./		6,269,361	07-31-2001	Davis et al.	
/A.B./		6,285,987	09-04-2001	Roth et al.	
/A.B./		6,298,348	10-02-2001	Eldering	
/A.B./		6,324,519	11-27-2001	Eldering	
/A.B./		6,336,132	01/01/02	Appleman et al.	
/A.B./		6,421,675	07-16-2002	Ryan et al.	
/A.B./		2001/0042064	11-15-2001	Davis et al.	
/A.B./		2001/0047297	11-29-2001	Wen	
/A.B./		2001/0051911	12-13-2001	Marks et al.	
/A.B./		2002/0002525	01-03-2002	Arai et al.	
/A.B./		2002/0035536	03-21-2002	Gellman	

EXAMINER SIGNATURE /Alvin Brown/ DATE CONSIDERED 05/09/2009

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /A.B./

Substitute for form 1449A/PTO				Application Number	10/812,394
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				Filing Date	03/30/2004
				First Named Inventor	Fuloria
				Art Unit	3622
				Examiner Name	Unknown
Sheet	2	of	4	Attorney Docket Number	64557.000019 (GP-227-00-US)

**U.S. PATENT DOCUMENTS**

*Examiner Initials	Cite No.	DOCUMENT NUMBER Number - Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
/A.B./		2002/0038282	03-28-2002	Montgomery	
/A.B./		2002/0046104	04-18-2002	Kaddeche et al.	
/A.B./		2002/0077891	06-20-2002	Castle et al.	
/A.B./		2002/0099605	07-25-2002	Weitzman et al.	
/A.B./		2002/0111898	08-15-2002	Numaoka et al.	
/A.B./		2002/0123988	09-05-2002	Dean et al.	
/A.B./		2003/0149618	08-07-2003	Sender et al.	
/A.B./		2004/0015397	01-22-2004	Barry et al.	
/A.B./		2004/0019523	01-29-2004	Barry et al.	
/A.B./		2004/0044571	03-04-2004	Bronnimann et al.	
/A.B./		2004/0059708	03-25-2004	Dean et al.	
/A.B./		2004/0059712	03-25-2004	Dean et al.	
/A.B./		2004/0093327	05-13-2004	Anderson et al.	
/A.B./		2004/0119740	06-24-2004	Chang et al.	
/A.B./		2004/0167928	08-26-2004	Anderson et al.	
/A.B./		2004/0249709	12-09-2004	Donovan et al.	
/A.B./		2005/0065806	03-24-2005	Harik	
/A.B./		2005/0071224	03-31-2005	Fikes et al.	
/A.B./		2005/0096979	05-05-2005	Koningstein	
/A.B./		2005/0131758	06-16-2005	Desikan et al.	
/A.B./		2005/0131762	06-16-2005	Bharat et al.	
/A.B./		2005/0144069	06-30-2005	Wiseman et al.	
/A.B./		2005/0216335	09-29-2005	Fikes et al.	
-/A.B./		2005/0222900	10-06-2005	Fuloria et al.	
/A.B./		2005/0222903	10-06-2005	Buchheit et al.	

EXAMINER SIGNATURE	/Alvin Brown/	DATE CONSIDERED	05/09/2009
--------------------	---------------	-----------------	------------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /A.B./

Substitute for form 1449A/PTO				Application Number	10/812,394
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				Filing Date	03/30/2004
				First Named Inventor	Fuloria
				Art Unit	3622
				Examiner Name	Unknown
Sheet	3	of	4	Attorney Docket Number	64557.000019 (GP-227-00-US)

**U.S. PATENT DOCUMENTS**

*Examiner Initials	Cite No.	DOCUMENT NUMBER Number - Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
/A.B./		2005/0223002	10-06-2005	Agarwal et al.	
/A.B./		2005/0222989	10-06-2005	Haveliwala et al.	
/A.B./		2002/0002509	01-03-2002	Wagorn et al.	
/A.B./		2002/0026359	02-28-2002	Long et al.	
/A.B./		2002/0046099	04-18-2002	Frengut et al.	
/A.B./		2002/0165773	11-07-2002	Natsuno et al.	
/A.B./		2002/0194062	12-19-2002	Linide	
/A.B./		2002/198780	12-26-2002	Kawakami et al.	
/A.B./		2003/0037334	02-20-2003	Khoo et al.	
/A.B./		2003/0070167	04-10-2003	Holtz et al.	
/A.B./		2003/0083937	05-01-2003	Hasegawa et al.	
/A.B./		2002/0163372	08-28-2003	Kolsy	
/A.B./		2003/0216963	11-20-2003	Ishiwaka et al.	
/A.B./		2004/0054589	03-18-2004	Nicholas et al.	
/A.B./		2004/0093620	05-13-2004	Iino et al.	
/A.B./		2002/0184097	12-05-2002	Hijiri et al.	
/A.B./		2004/0143843	07-22-2004	Khoo et al.	
/A.B./		2004/0143499	07-22-2004	Dietsch et al.	
/A.B./		2004/0054577	03-18-2004	Inoue et al.	

**FOREIGN PATENT DOCUMENTS**

*Examiner Initial	Cite No.	FOREIGN PATENT DOCUMENT	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	TRANSLATION
/A.B./		WO 0038074	06-29-2000	Kay et al. (electronic copy on enclosed CD)		
/A.B./		WO 2004/042525	05-21-2004	Donovan et al. (electronic copy on enclosed CD)		

EXAMINER SIGNATURE /Alvin Brown/

DATE CONSIDERED 05/09/2009

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /A.B./

Substitute for form 1449A/PTO				Application Number	10/812,394
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				Filing Date	03/30/2004
				First Named Inventor	Fuloria
				Art Unit	3622
				Examiner Name	Unknown
Sheet	4	of	4	Attorney Docket Number	64557.000019 (GP-227-00-US)

**FOREIGN PATENT DOCUMENTS**

*Examiner Initial	Cite No.	FOREIGN PATENT DOCUMENT	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	TRANSLATION
/A.B./		EP 1026610 A2	08-09-2000	Del Sesto (electronic copy on enclosed CD)		

**OTHER DOCUMENTS - NON-PATENT LITERATURE DOCUMENTS**

*Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	TRANSLATION
/A.B./		Google Introduces New Pricing For Popular Self-Service Online Advertising Program, <a href="http://www.google.com/press/pressrel/select.html">http://www.google.com/press/pressrel/select.html</a> , p. 1-2, dated February 20, 2002, printed on 7/29/03. (electronic copy on enclosed CD)	
/A.B./		Collection of pages from <a href="http://www.overture.com">www.overture.com</a> , printed on 7/29/03. (electronic copy on enclosed CD)	
/A.B./		Collection of pages from <a href="http://www.findwhat.com">findwhat.com</a> , <a href="http://www.findwhat.com">http://www.findwhat.com</a> , printed on 7/29/03. (electronic copy on enclosed CD)	
/A.B./		Collection of pages from <a href="http://www.sprinks.com">Sprinks.com</a> , <a href="http://www.sprinks.com">http://www.sprinks.com</a> , printed on 7/29/03. (electronic copy on enclosed CD)	
/A.B./		Collection of pages from <a href="http://www.kanoodle.com">Kandoo.com</a> , <a href="http://www.kanoodle.com">http://www.kanoodle.com</a> , printed on 7/29/03. (electronic copy on enclosed CD)	
/A.B./		Collection of pages from Google Advertising, <a href="http://www.google.com">http://www.google.com</a> , printed on 7/29/03. (electronic copy on enclosed CD)	

EXAMINER SIGNATURE	/Alvin Brown/	DATE CONSIDERED	05/09/2009
--------------------	---------------	-----------------	------------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.